ALL SMOKERS INHALE—

BUT YOUR THROAT NEEDN'T KNOW IT!

The thing to think about is—*what cigarette* you smoke. Look what eminent doctors found—on comparing the leading favorite cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING*—AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

No finer tobaccos grow than those in PHILIP MORRIS. *But—in addition*—PHILIP MORRIS give you this exclusive, *proved protection!*

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